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Please respond

## **America 500 Op-sail - official publications**

**Eastern Marketing Office** 372 Central Park West, Suite 17, New York, NY 10025

March 2, 1992

To: Ms Ellen Merlo, Vice-President Marketing Programs Philip Morris U.S.A.

From: Ray Coppola / John Quealy Phone (212) 678-4652 Fax (212) 316-7641

### **Re: Quincentennial Publications**

Dear Ms. Merlo,

Following-up our meeting with Mr. Gomez of Philip Morris, Public Programs, he suggested we forward to you a copy of our proposal outlining how Philip Morris can extend its image among your target consumers by being a prominent part of the publications which will accompany this most significant occasion in history.

We feel that these special event publications present an opportunity for a major packaged goods / multi-category marketer such as Philip Morris U.S.A. to ;

- project your public message in the context of this high visibility, prestigious environment, generating repeat impressions (both during and after this special event) across a large segment of your consumer audience,
- be part of the world-wide celebration commemorating the Quincentennial and efficiently reach a significant national audience , — with over 50,000 supermarkets, mass merchandiser outlets, and bookstores carrying this special event series,
- promote your *America 500 Op-sail* association with selected trade or sales force audiences through event related activities and through corporate editions.

Please review the attached as soon as possible since the closing date is fast approaching ( **March 15th** ). We will be happy to meet with you at your convenience and discuss any options or suggestions you wish to consider.

We appreciate your consideration and hope that Philip Morris U.S.A. can be a part of this 500th anniversary event. Thanks for your consideration.



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